

World Affairs Council of Oregon

WOOP THE WAC! Brand/Identity Transformation Ideas 2016

AUGUST, 2016 | WISH OVERVIEW - ILA@WORLDOREGON.ORG

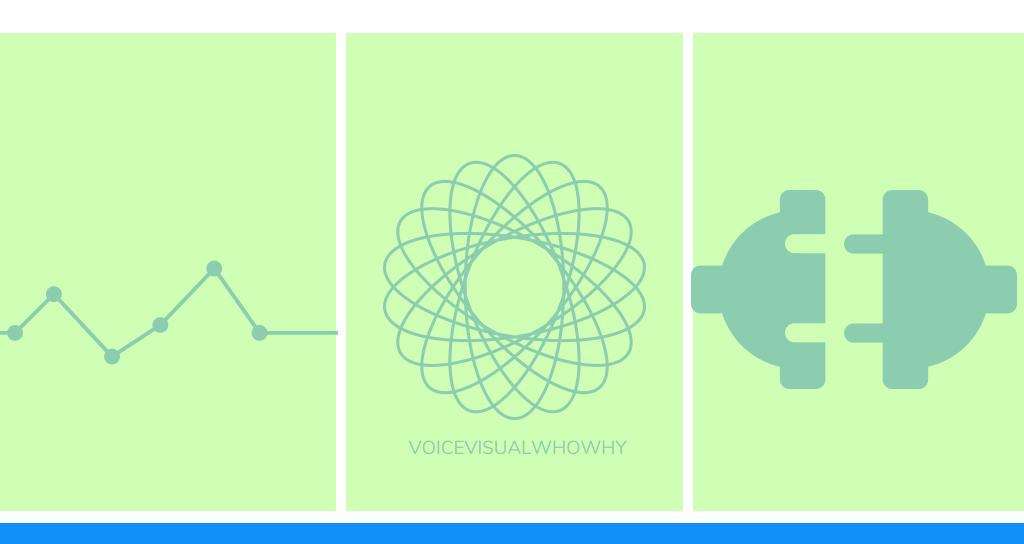
What the WOOP*?

WOOP = WISH-OUTCOMES-OBSTACLES-PLAN

I am using the WOOP tool for personal change and applying to the main organization needs through my lens of Director of Marketing & Communications. I hope this will be a helpful framework to distill and present the main identity-related goals for growth.

*http://www.woopmylife.org/

WHAT WE NEED: 3 AREAS



DATA



DATA

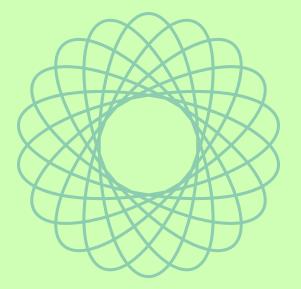
EXTERNAL SURVEYS AND INTERNAL LOGIC MODELS TO EVALUATE PRESENT, DETERMINE FUTURE

- WISH: Capture key information about our community of members, donors, and beneficiaries
- OUTCOME: Understand our current people's needs so that we can hone programs and messages to best serve them, and make choices about new audiences
- OBSTACLES: Maximizing this data for decision making. Implementation. Team buy-in if major changes indicated
- PLAN: Share results simply & clearly with internal stakeholders, seek outside expertise as needed

BRAND

KNOWING OUR "WHY" AND SINGING IT IN HARMONY

- WISH: Transform + Simplify Visual and Verbal Identity
- OUTCOME: More/more diverse people "get" what we do, why we do it, and want to be part of it!
- OBSTACLES: Deciding where past has value and where to break free into future. Internal mission alignment
- PLAN: Engage key stakeholders in process while acting decisively, seek outside expertise + in-kind support



VOICEVISUALWHOWHY



I. We need to hone our mission statement further.
II. We need crystal clear understanding of target audiences
III. We need to develop visual assets that walk our talk

THE MISSION OF THE WORLD AFFAIRS COUNCIL OF OREGON IS: TO BROADEN PUBLIC AWARENESS AND UNDERSTANDING OF INTERNATIONAL AFFAIRS AND TO ENGAGE OREGONIANS WITH THE WORLD.

We believe that deeper global understanding and engagement is essential to a more peaceful world. We believe that a global perspective fuels innovation, and helps **young leaders** to build a more prosperous future.

We believe that Oregon can be the hub where world-changing international relationships begin and thrive.

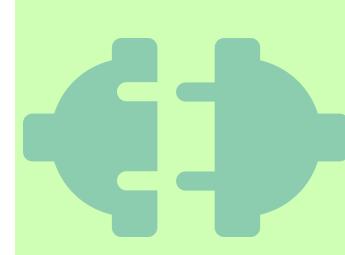




TECH

DIGITAL TOOLS + STRATEGIES TO COMMUNICATE, EVALUATE, AND REITERATE SUSTAINABLY

- WISH: Website / CMS + database (CRM) serve our needs and (goals and not the other way around)
- OUTCOME: Delightful UX for Internal (team/volunteers) and External (members, donors, partners) stakeholders
- OBSTACLES: Strategy, Implementation. Learning Curves
- PLAN: Be willing to invest in both decision-making process and future sustainability. Seek outside expertise



Let's make it work!

COLLABORATION IS THE SECRET SAUCE

Do you have brilliant ideas for helping World Affairs Council of Oregon transform, grow, and add meaning and value to the lives of Oregonians and our global friends? We'd love to hear them!

WorldOregon.org

WORLD AFFAIRS COUNCIL OF OREGON